

GENERAL PLAN AMENDMENT NARRATIVE, ANALYSIS, & JUSTIFICATION Southeast Corner of Camelback Road and 68th Street
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I: INTRODUCTION

The subject property, consisting of 9.9 gross acres at the southeast corner of Camelback Road and 68th Street, is designated "Urban Neighborhoods" on the City of Scottsdale Conceptual Land Use Map of the General Plan.

This general plan amendment application narrative supports the request to maintain the "Urban Neighborhoods" land use designation and requests that the subject property be incorporated into the Downtown Character Plan boundaries under the Residential High Density – Intermediate Development Type 2 (RHD – 2) character plan land use category.

The proposed inclusion of the subject property in the RHD-2 Downtown Character Plan land use category is compatible with the property's existing "Urban Neighborhoods" designation, and is appropriate based on its consistency and compatibility with the City of Scottsdale Guiding Principles and their corresponding General Plan Elements. The "Urban Neighborhoods" designation is the most intense of the residential land use categories and anticipates "high density uses, generally located near retail centers, offices, or other compatible non-residential uses".

The property is located in Planning Zone A. The Character and Design Element graphics depict the property as follows:

- Character Area Map – "Downtown" Character Area F (***therefore, no change needed***)
- Streetscape Map – "Suburban" Streetscape (***change to "Urban Streetscape" to be consistent with "Downtown" Character Area***)
- Character Types Map – "Downtown" Character Type (***therefore, no change to "Downtown" Character Type***)

Accordingly, it is also requested that the Streetscape Map be modified to extend the "Urban" Streetscape to the subject property.

The proposed residential revitalization project is located at a primary gateway to downtown, fronting on Camelback Road – a road of regional significance from the western boundary of the city to Scottsdale Road. City staff has identified Camelback Road to be one of the most heavily traveled arterials in the downtown area, and this intersection to be the prime location for an entry statement heralding arrival into the Downtown Scottsdale area. It is the southeast corner of the intersection that will produce the strongest visual identity upon entry into the Downtown area from neighboring Phoenix along the already established

"Camelback Corridor". The city's policy since the creation of the Downtown Plan relating to such primary gateways is that they should be marked with entry features, unique developments and/or contrasting land use patterns to convey a strong sense of entry.

The revitalization of the ageing apartment complex at this location will reflect the quality, ambiance, and orientation of development compatible with the Urban Design and Architectural Guidelines for the Downtown Scottsdale area and at the same time respect the suburban lifestyles of its residential neighbors to the south and west. It will identify the southeast corner of the Camelback Road/68th Street intersection as the primary gateway into Downtown Scottsdale.

The vital importance of this gateway has been recognized by the City planning staff as recently as September 20, 2005 in the staff comments regarding zoning case 10-ZN-2005 at the northeast corner of Camelback Road and 68th Street directly across the street from the subject property. Staff clearly stated that the proposed project was too suburban in character for this "signature entry point into Downtown Scottsdale along Camelback Road". Staff actually requested a more intense proposal in keeping with the downtown design guidelines and that the proposal was too suburban in design and orientation. Clearly the City has correctly recognized the importance of a level of intensity of land use and urban design principals that create a strong downtown entry feature. The primary issues identified for that project are applicable here as well. This primary gateway to the downtown area must fulfill several critical objectives. At this intersection, the City is looking for buildings to be closer to the street in order to move away from suburban style development. The city is encouraging pedestrian linkages along roadways and projects designed to facilitate the urban work, live, and play lifestyle.

The City is directing a high level of expectation in the quality of downtown architecture and a distinct landscape character. In the words of the citizen task force that reviewed and recommended the fine-tuning of the Downtown Character Plan:

Downtown Scottsdale [needs] an identity, a sense of place. Identity here is defined as those visible characteristics that permit downtown goers to recognize that they have arrived there. [It is] vital to the total economic health of downtown.

Any revitalization of the subject property would be a missed opportunity if the responsibilities and expectations of the General Plan applicable to the Downtown area are not applied here.

The Downtown Plan itself is philosophically supportive of the proposed change, even though at the time of the adoption of the Downtown Plan (1984) the subject property was not included within its boundaries. The Downtown Plan Summary document guidelines include the following statement:

Scottsdale's willingness to be responsive to economic and social change, and reassess city policy accordingly, is essential to the continued strong growth of downtown.

The proposed residential development of the subject property clearly complies with the guidelines and standards embodied in the Downtown (character area) Plan. The Downtown Study goals contained in the Downtown Plan summary includes the promotion of the Downtown area as a prime residential/hotel center. Among the downtown guidelines in the summary document is the statement that designs need to be responsive to pedestrian needs and indigenous architectural approaches should be promoted. The proposed residential project addresses pedestrian linkages within downtown along both its Camelback Road and 68th Street frontages. It also addresses the Downtown Urban Design and Architectural Guidelines by incorporating consistent street setback patterns and addressing proportion and scale and the use of landscape materials consistent with the City's expectations for this key Downtown gateway location as a Type 2 (intermediate) development area.

II: BACKGROUND

It is important to understand why the subject property was not included in the Downtown Plan at its inception in 1984. Since the early 1980's, one of the primary goals of the plan has been to build new residential units (and hotel rooms) in downtown. In 1984, the subject property was already developed at the highest residential density allowed outside of the downtown area as a rental project. Economic analyses accomplished on behalf of the City concluded that high land prices at that time were being established by office development demand. High land prices at that juncture made residential development difficult to achieve. It was therefore a logical conclusion that an existing residential complex did not need to be part of the Downtown Plan when it was already in residential use and additional City efforts was aimed primarily at stimulating additional residential development in Downtown.

In the intervening 20 years, the existing rental project has aged and has in recent years had a detrimental impact on the existing single family residential homes to its immediate south and the town homes to its west. A fundamental shift in land economics in very recent years has also seen an explosion in residential land values, creating a demand for residential development. This change produces the potential to see residential revitalization. The subject property's revitalization will most successfully be accomplished if the property's development is guided and controlled by the City's vision and plan for the Downtown. This General Plan amendment can be a critical part of the emerging fabric of the Downtown area, provide an alternative "gateway", and at the same time respect the privacy and lower density lifestyles of the adjacent residential neighborhoods.

This proposed non-major General Plan amendment is consistent with the visions, values, and goal statements of the General Plan.

It should also be noted that the Applicant acquired the subject property as part of a larger regional portfolio of existing apartment complexes.

III: GUIDING PRINCIPLES

The Scottsdale General Plan is a policy document that guides the growth and development of the community. The CityShape 2020 citizen-based general plan review process established 6 guiding principles to be utilized to determine if a proposed land use is appropriate. These guiding principles include: (1) value Scottsdale's unique character and lifestyle; (2) support economic vitality; (3) enhance neighborhoods; (4) preserve meaningful open space; (5) seek sustainability; and (6) advance transportation.

This section contains a discussion of each of the General Plan guiding principles, the goals and approaches associated with each principle, and a response demonstrating how the proposed request is in harmony with the elements of each guiding principle.

(a) Value Scottsdale's Unique Character and Lifestyle

The CityShape 2020 process determined that 2 factors make Scottsdale a great place to work and live – character and quality. The guiding principle of character and lifestyle relies on design standards, community character, development review, historic and archeological preservation, and arts and culture to ensure that development reflects high degrees of character and quality – continuing to make Scottsdale an exceptional place in which to live, work, and visit.

(i) Character and Lifestyle Element

Seven goals and approaches are enumerated in this element. Each one is listed below with an explanation of how the project achieves the goal and approach.

- 1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.*

Response: The project will reflect the guidelines standards applicable to the downtown area and its unique gateway location and as a point of entry into downtown Scottsdale along the Camelback Corridor. The downtown development standards also require careful consideration of how the project will respect the adjacent residential neighborhoods to the south and west through setbacks, terracing of building height, unit orientation, and perimeter landscaping.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

Response: The proposed project, given its strategic location at the Camelback gateway to Downtown is proposed to be subject to the Downtown Urban Design and Architectural Guidelines.

3. Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Response: This project does not have an impact on Scottsdale's historic, archeological, or cultural resources.

4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

Response: The inclusion of the proposed project in the Downtown Character Area will facilitate the emphasis of the Camelback Road streetscape east of 68th Street as a gateway into the downtown. Streetscape features such as landscaping, sidewalks, and the orientation and placements of buildings will reinforce the required pedestrian linkages and character expectations of the Downtown Urban Design and Architectural Guidelines.

5. Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

Response: The project proposes to incorporate public art into the project. The most impactful application of public art at this location is the creation of a downtown entry/gateway statement at the pedestrian scale that may include a combination of art, landscaping, and architecture.

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

Response: The visual significance of landscaping for this site is threefold. Landscaping in accordance with guidelines will create a sense of place and order and continuity to the Camelback arterial and pedestrian-friendly frontage, contribute to the unique landscape character of Downtown, create privacy between a future project and adjacent residential neighbors, and soften the appearance of well-designed buildings.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

Response: Project lighting, both internal to the project site and at the perimeter of the site, will reflect the urban character of the project design and Downtown area location.

(ii) Land Use Element

Land use planning must reflect a balance of uses, located in appropriate locations, to support and sustain long-term prosperity. There are 9 goals and approaches within this element that are addressed below.

- 1. Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.*

Response: Downtown Scottsdale was identified by the Downtown Plan to be the commercial, cultural, civic, and symbolic center of the entire community, notwithstanding its far-from-central location as the community expanded northward through land annexations. This project will contribute to the reinvestment in Downtown as a 24/7 experience for those who choose to live, work, and be entertained in a largely pedestrian environment.

- 2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.*

Response: As a significant residential project, the proposed development is in an ideal location to take advantage of existing and future regional public transit opportunities because of its location adjacent to a regional road (Camelback) and relatively close proximity to the Loloma Transportation Center.

- 3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.*

Response: The orientation and heights of various buildings proposed within the project create a meaningful transition between the more urban Downtown framework at Camelback Road to the residences to the south and west.

- 4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.*

Response: The proposed project is intended to create a diverse range of residential ownership opportunities, with 1, 2, and 3 bedroom products, including 31 (thirty-one) 1-bedroom condos at approximately 900 square feet and another 90 (eighty-eight) 1-bedroom units at 1,058 square feet. Unlike many projects currently under construction in the downtown area, this project will have an entry level product in a market that has largely ignored this important market niche.

- 5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.*

Response: The proposed project will support the Downtown land use pattern of creating an urban, mixed use environment connected by pedestrian linkages and public transit to retail, employment, recreation, civic, and entertainment destinations and amenities.

- 6. Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.*

Response: This project is intended to contribute to the conservation of our land, air, and energy resources by developing a compact, urban residential product

that is located within walking distance of retail (including a regional shopping center, a historic downtown retail core, and proposed neighborhood services directly across the street), employment opportunities, entertainment, and local government offices/services.

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

Response: A critical key to the success of this proposed project will be its ability to integrate itself into the residential neighborhood settings to the west and south through proposed landscape screening, stepbacks, setbacks, and height limitations adjacent to existing residential. At the same time, the project will present an urban face to the Camelback Road gateway into Downtown Scottsdale.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: A key component to creating a strong sense of community is the expectation of livability created by residents who have committed to a community through home ownership. The proposed project will create new, invested residents who will be the eyes on the street and a voice to support the continued success of downtown as an important community amenity.

9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Response: The proposed project is intended to be a single component of the downtown mixed-use neighborhood by creating ownership residential opportunities within close proximity and pedestrian access to most residential commercial, service, and entertainment needs.

(b) Support Economic Vitality

Scottsdale's lifestyle and identity are dependent on economic vitality. This guiding principle addresses costs and benefits of development and corresponding land uses.

(i) Economic Vitality Element

1. Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

Response: The proposed project is expected to contribute to the continued strength of downtown Scottsdale as a destination attraction for visitors. Year-round downtown residents will support the businesses and services of downtown and off-set revenue fluctuations created by seasonal visitor demand. Additionally, guests and visitors will stay in Downtown hotels.

2. Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

Response: Residents of the proposed project will support the quality and diversity of retail and entertainment activities available in downtown.

3. Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

Response: Residents of the proposed project will support the quality and diversity of retail and entertainment activities available in downtown.

4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

Response: Not applicable to the proposed project.

5. Maintain and develop partnerships that will support and promote quality employment and business opportunities.

Response: Not applicable to the proposed project.

6. Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts.

Response: As stated in the Downtown Plan Summary document guidelines "Scottsdale's willingness to be responsive to economic and social change, and reassess city policy accordingly, is essential to the continued strong growth of downtown". The revitalization of the aged residential product at this location and its strategic incorporation as a gateway into the downtown is such an effort.

(c) Enhance Neighborhoods

Community involvement, housing, and neighborhoods are the 3 critical components of this guiding principles contribution to the city's vision articulated in CityShape 2020. Proposed land use changes are intended to satisfy the goals and approaches following each of the 3 elements below.

(i) Community Involvement Element

1. Seek early and ongoing involvement in project/policy-making discussions.

Response: Community outreach to the residential neighborhoods both south and west of the subject property has been extensive and will be on-going. This is being accomplished by a dedicated community Outreach Team. It is essential that this project support the lifestyle of residential neighborhoods and that specific needs and project details are part of the dialogue. The evolving project has consistently incorporated feedback and suggestions received through the outreach process.

2. Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.

Response: Project outreach representatives will engage in regular neighborhood and homeowner association contacts to ensure that continuous updates and on-going dialogue is maintained.

3. Publish and process city issues in a manner that is relevant to citizens' daily lives and personal and professional interests.

Response: As a non-major General Plan amendment, this application will be discussed using numerous public forums, including neighborhood outreach meeting, public hearings, and informal contacts.

4. Accept and respond to new ways of communicating and new technologies.

Response: The city's citizen participation program outlines minimum notification requirements. It is intended that these minimum standards will be far exceeded by coordinating with city staff and the project Citizen Outreach Team. Electronic mail and comprehensive door-to-door visits are ongoing.

5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

Response: The Community Outreach Team is dedicated to collecting community feedback.

6. Foster community partnerships, community catalysts, and community networks as a means of sharing information and responsibilities and working on collaborative solutions.

Response: Community outreach is viewed by the Community Outreach Team as a community partnership designed to understand issues as they come up, share information, and work on collaborative solutions.

(ii) **Housing Element**

1. Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

Response: The rehabilitation of the ageing rental units currently existing on the subject property has been studied as a strategy to improve the neighborhood. However, the land values and the strategic Downtown gateway location suggest that a new project built under downtown urban design and architectural guidelines, with a wide range of unit sizes and prices, will better serve the evolving needs of this portion of the community as well as the immediate neighborhood.

2. Seek a variety of housing options that blend with the character of the surrounding community.

Response: The proposed project will include a range of dwelling unit sizes and configurations, including 121 smaller 1-bedroom units.

3. Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

Response: The proposed project is being designed to be compatible with adjacent residential development utilizing setbacks, stepbacks, mature landscaping, and limited south and west orientations.

4. Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Response: The proposed development will increase housing intensity in very close proximity to regional and downtown specialty retail opportunities. The housing element identifies this action as an appropriate strategy to reduce traffic congestion and create live, work, play relationships.

5. Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale's older neighborhoods and adaptation of dated housing stock.

Response: The Housing element suggests that one-to-one replacement housing is a goal to maintain long-term affordability. The proposed project will create more units than currently exist, and new ownership opportunities, including entry level one-bedroom units that could serve as downtown work force housing.

6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.

Response: The proximity of the proposed housing to commercial and service uses, government services such as the Senior Center, and nearby recreational opportunities suggests that the housing opportunities created will attract residents at many life stages and needs.

(iii) Neighborhoods Element

1. Enhance and protect diverse neighborhoods so they are safe and well maintained.

Response: The Neighborhood Element encourages the provision of a range of housing opportunities, with an eye to providing neighborhood needs and recreational facilities and parks. The downtown area location of the proposed project is ideal to serve the needs of a wide range of homeowners.

2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

Response: The revitalization of this strategic downtown gateway property, incorporating sensitive design and orientation to address the concerns and needs of adjacent residential homes, will lead to the long-term stability of this desirable mature residential neighborhood.

3. Sustain the long-term economic well being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Response: The long-term economic well-being of the city and its citizens in this area of the community will rely heavily on the continued strength of Downtown as a viable economic engine and as a community amenity. The proposed project is being planned to support Downtown Scottsdale as the community center.

4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: The revitalization of the subject property will preserve and enhance the viability and enjoyment of the established and mature neighborhoods both east and south of the subject property. This will be accomplished through design solutions that are compatible with the privacy and residential lifestyles of these neighborhoods, utilizing mature landscaping, underground parking, and appropriate building orientations.

5. Promote and encourage context-appropriate new development in established areas of the community.

Response: Every effort is being made to ensure that the proposed project is context appropriate for adjacent residential neighborhoods while at the same time ensuring that this strategic site effectively serves as a gateway to downtown Scottsdale.

(d) Open Space

This guiding principle addresses community-wide aspirations to maintain Scottsdale's meaningful open space and preserve the desert. The implementation of this principle is essential in both the mature urban environment as well as the emerging portions of the community.

(i) Open Space and Recreation Element

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Response: Not applicable in this already developed urban/suburban location.

2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.

Response: Not applicable in this already developed urban/suburban location.

3. Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Response: Not applicable in this already developed urban/suburban location.

4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the city of Scottsdale.

Response: Not applicable in this already developed urban/suburban location.

5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: The subject property is in close proximity to the Arizona Canal as part of the Sun Circle recreational trail, and the Indian Bend Wash linear park and other recreational amenities.

6. Cooperate with and support the school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.

Response: Not applicable in this already developed urban/suburban location.

7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Response: Not applicable in this already developed urban/suburban location.

8. Provide access to educational, recreational, and cultural services for all residents.

Response: The subject property is in close proximity to city government offices, the library, the Arizona Canal as part of the Sun Circle recreational trail, and the Indian Bend Wash linear park and other recreational amenities, art galleries, the Center for the Arts etc.

(ii) Preservation and Environmental Planning Element

1. Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Response: Not applicable to the proposed project.

2. Enhance the quality of life in Scottsdale by safeguarding the natural environment.

Response: Not applicable to the proposed project.

3. Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.

Response: Not applicable to the proposed project.

4. Reduce energy consumption and promote energy conservation.

Response: This urban residential project, in close proximity to the services and amenities of downtown Scottsdale, will promote pedestrian and transit use as methods to promote energy conservation.

5. Conserve water and encourage the reuse of wastewater.

Response: Not applicable to the proposed project.

6. Ensure the quality of our groundwater and surface water supplies.

Response: Not applicable to the proposed project.

7. Promote local and regional efforts to improve air quality.

Response: This urban residential project, in close proximity to the services and amenities of downtown Scottsdale, will promote pedestrian and transit use as methods to improve air quality.

8. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

Response: Not applicable to the proposed project.

9. Protect and conserve native plants as a significant natural and visual resource. Encourage environmentally sound "green building" alternatives that support sustainable desert living.

Response: Proposed landscaping will conserve existing mature vegetation where possible. Limiting visual connections towards the residences both south and west of the project will limit the impact of the western and southern sun exposure.

(e) Seek Sustainability

(i) Cost of Development Element

1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.

Response: A land use impact analysis has been prepared utilizing the City's land use impact modeling.

2. Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.

Response: not specifically applicable to this project.

3. Conduct city department evaluation, planning, and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities by the use of fiscal impact modeling.

Response: Not specifically applicable to this project.

(ii) Growth Areas Element

1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Response: The downtown area and its environs are identified as one of three growth areas in the entire city – areas where future development is focused and

where mixed uses and multi-modal transportation are most appropriate. The subject property is located within this growth area.

2. Make automobile, transit and other multimodal circulation more efficient.

Response: The development of an urban residential project at this location will support efficient circulation by undergrounding automobile parking and locating urban residential units immediately adjacent to an automobile and transit corridor (Camelback Road).

3. Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

Response: Not relevant to this proposed revitalization project in a built urban environment.

4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.

Response: Not specifically applicable to this proposed revitalization project.

5. Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of public infrastructure and facilities, services and crime prevention within the municipal boundaries.

Response: Not specifically applicable to this application.

6. Integrate public (civic) art into the visual character of designated growth areas.

Response: It is proposed that public art will be integrated into the project at the strategic Downtown gateway location – the intersection of Camelback Road and 68th Street. Public art at this location will reflect the visual character of the Downtown growth area.

7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Response: The proposed project is within a designated growth area and is contiguous to existing development.

(iii) Public Services and Facilities Element

1. Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.

Response: As an infill development, this project will satisfy this goal through participation in services provided by the city.

2. Protect the health, safety, and welfare of the public from the impacts of flooding.

Response: not applicable to this proposed project.

3. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

Response: Utility coordination will be addressed in the utility design phase. The project will comply with local codes and the provisions of applicable state statutes.

4. Develop strategies to place the library in a position to respond to future challenges brought on by the information age, social and economic forces and people's lifestyles.

Response: Not specifically applicable to this project.

5. Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.

Response: Not specifically applicable to this project.

6. Provide an integrated system of services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.

Response: The location of this project maximizes opportunities for residents of all ages to take advantage of nearby services, resources, and opportunities that will contribute to their quality of life and convenience.

7. Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.

Response: The projects physical environment will provide a level of accessibility and safety commensurate with its urban location.

8. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

Response: Not applicable to this project.

9. Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.

Response: Not applicable to this project.

10. Provide recreational opportunities to meet the needs of all areas of the community through public facilities.

Response: Not applicable.

11. Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children of the community.

Response: Not applicable to an individual project.

12. Ensure renewable, long-term water supplies for the community.

Response: Not applicable to an individual project.

13. Encourage the conservation of water and the reuse of wastewater. Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.

Response: Not applicable.

(f) Advance Transportation

(i) Community Mobility Element

1. Protect the function and form of regional air and land corridors.

Response: The proposed streetscape and pedestrian linkages will be developed to ensure that the Camelback Road retains its status of regional significance and unique Downtown urban character.

2. Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Response: The intensity of residential land use proposed at this strategic location is intended to reduce the frequency and distance of vehicular trip and increase pedestrian access to commercial, cultural, and service destinations in the Downtown area.

3. Promote regional diversity and connectivity of mobility choices.

Response: The proposed project design will emphasize the use of pedestrian connections to downtown destinations and the use of transit opportunities with Camelback Road corridor connections.

4. Prioritize regional connections to safely, effectively and efficiently move people, goods, and information beyond the city boundaries.

Response: Not specifically applicable to this individual project.

5. Relieve traffic congestion.

Response: An urban residential project, as proposed, allows people to live within close proximity to a wide range of commercial, service, cultural, recreational and entertainment opportunities and activities.

6. Optimize the mobility of people, goods, and information for the expected buildout of the city.

Response: Not applicable to an individual project.

7. Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.

Response: The proposed project supports the creation of an urban streetscape for the Camelback road frontage in accordance with the Character and Lifestyle Element.

8. Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

Response: The revitalization of the existing property to create a living environment with easy pedestrian/transit accessibility to shopping, services, employment, civic, cultural and entertainment activities is an important step in reinforcing downtown Scottsdale as a 24/7 living environment.

9. Protect neighborhoods from negative impacts of regional and citywide networks. Encourage a diversity of links between neighborhood systems and with citywide and regional systems.

Response: Not applicable at the individual project level.

10. Provide opportunities for building "community" through neighborhood mobility.

Response: Neighborhood mobility is strongly reinforced by providing comfortable pedestrian access to Downtown activities via Camelback Road and the potential use of transit opportunities due to the proximity of the property to transit/trolley routes.

11. Recognize the diversity of neighborhoods throughout the city and their different mobility needs.

Response: The subject property is located in the Downtown area of influence. The proposed project will offer the opportunity for pedestrian and transit/trolley mobility to access a full range of services and activities in the larger Downtown area.

IV. CONCLUSION AND SUMMARY

The General Plan establishes comprehensive criteria intended to determine the appropriateness of land use proposals in the context of neighborhood, community, and city-wide goals. This general plan amendment application narrative supports the request to maintain the "Urban Neighborhoods" land use designation and to incorporate the subject property into the Downtown Character Plan boundaries under the Residential High Density – Intermediate Development Type 2 (RHD– 2) character plan land use category. The proposed inclusion of the subject property in the RHD-2 Downtown Character Plan land use category is compatible with the property's existing "Urban Neighborhoods" designation, and is appropriate based on its consistency and compatibility with the City of Scottsdale Guiding Principles and their corresponding General Plan Elements.

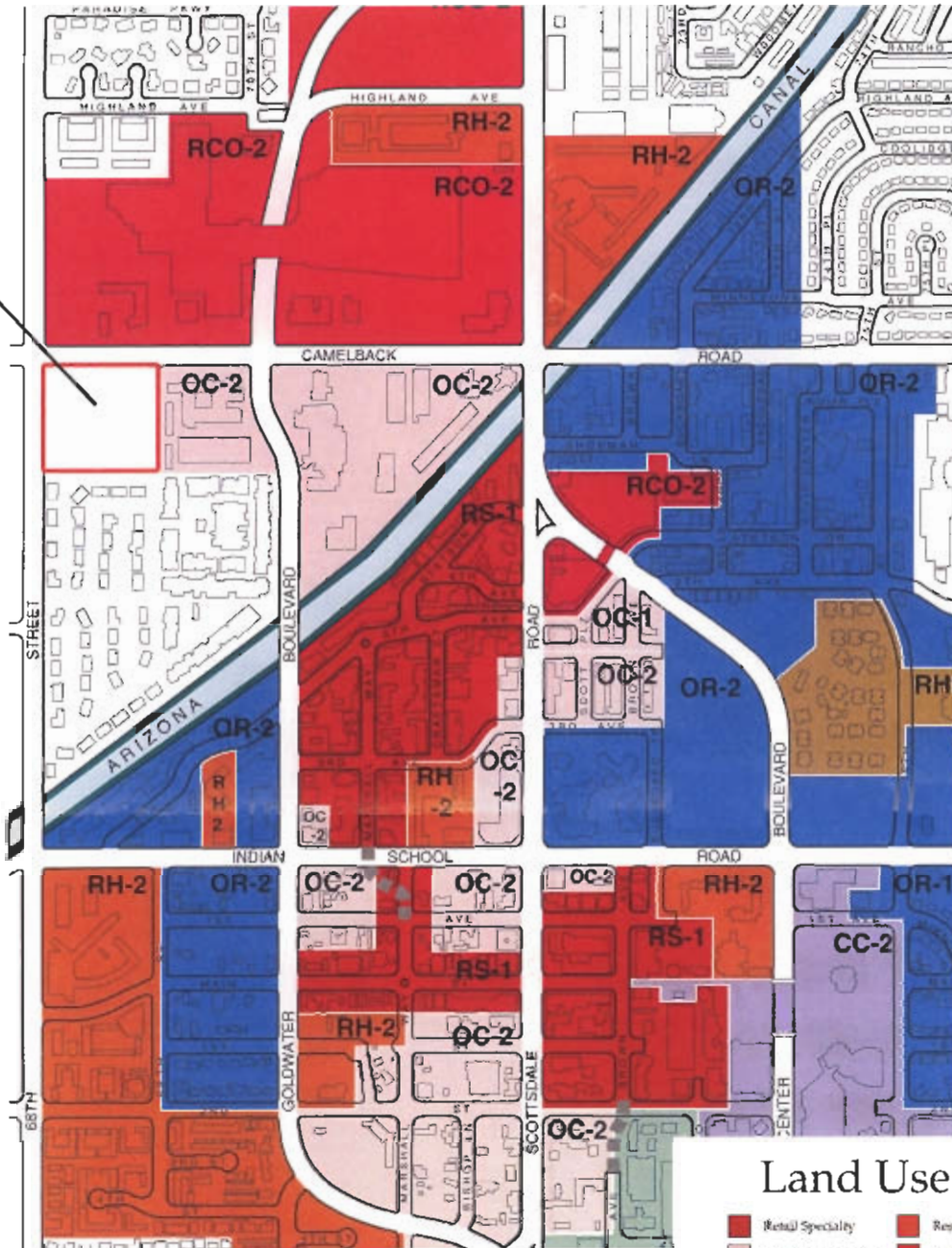
It is also requested that the Streetscape Map be modified to extend the "Urban" Streetscape to the subject property.

This proposed General Plan modifications are beneficial for the continued growth and development of Downtown as a strong economic engine and community amenity. It is also exceedingly beneficial to the continued stability of the residential lifestyles enjoyed by homeowners west and south of the subject property.

By following the guiding principles as expressed in the goals and approaches of the General Plan elements, the project will accomplish the critical tasks of: (1) supporting the continued improvement of the community's Downtown; (2) creating the opportunity to create a gateway statement at a strategic Downtown entry location; and (3) and respecting and protecting the residential neighborhoods in close proximity to this strategic corner.

GRAPHIC 1-A.1

SITE
GROSS AREA:
9.86 acres



Land Use Plan

- | | |
|--|---|
| ■ Retail Specialty | ■ Residential/Hotel |
| ■ Office/Commercial | ■ Regional Commercial/Office |
| ■ Civic Center | ■ Residential High Density |
| ■ Office Residential | ■ Medical |



Development Type
 "1" Compact
 "1.5" Low-Scale
 "2" Intermediary

Locations Depicted are Generalized

25053
12.28.05

EXISTING GENERAL PLAN: DOWNTOWN CHARACTER PLAN NTS

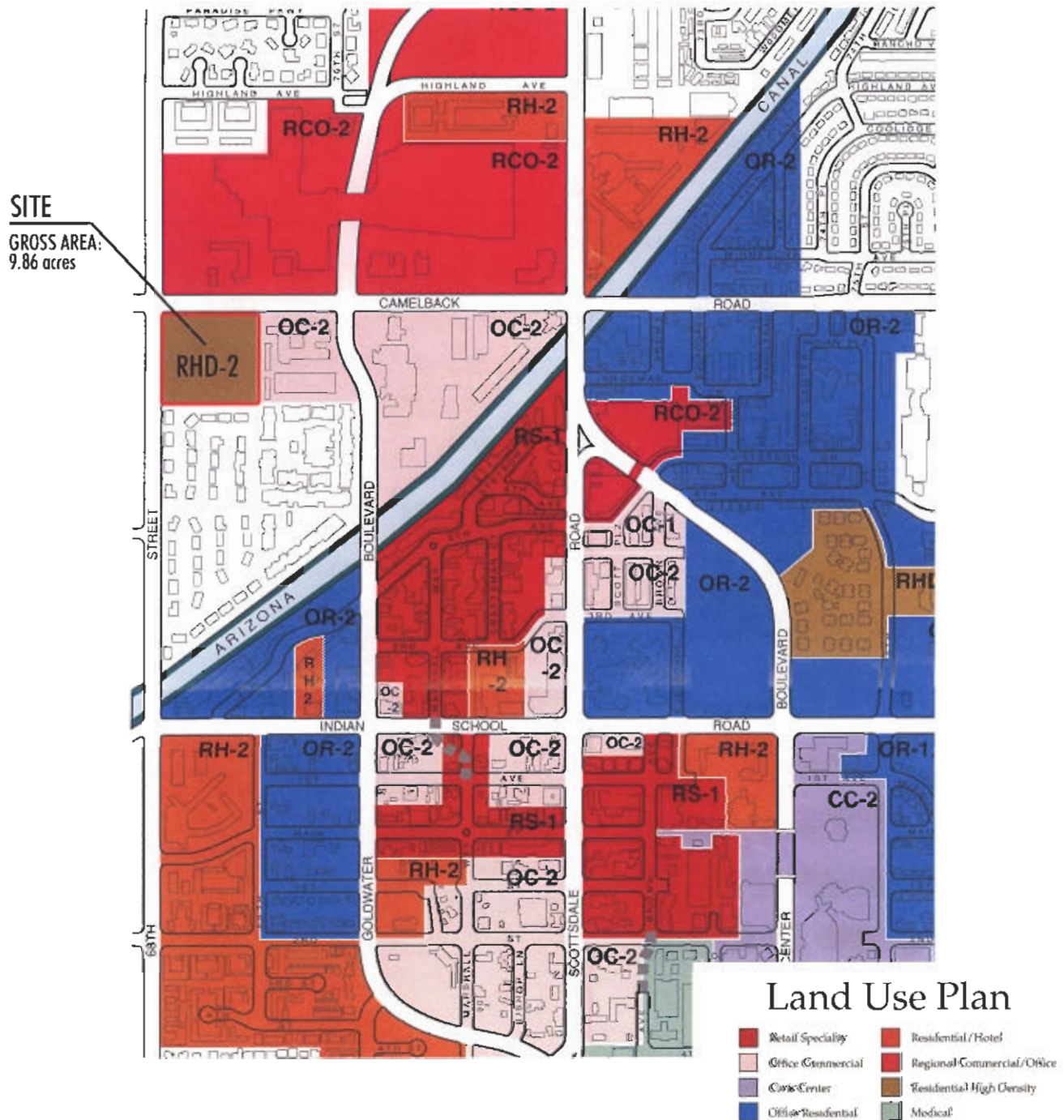
ELLERMANN,
SCHICK &
BRUNO
ARCHITECTURE PLANNING
1000 W. WILLOW AVE. SUITE 100
SCOTTSDALE, AZ 85261

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2-16-06









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ORCHIDTREE
RESIDENTIAL UNITS

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SCOTTSDALE, AZ

GRAPHIC 2-A.1



Land Use Plan

- | | |
|--|--|
|  Retail Specialty |  Residential/Hotel |
|  Office/Commercial |  Regional Commercial/Office |
|  Civic Center |  Residential High Density |
|  Office/Residential |  Medical |



Development Type
 "1" Compact
 "1.5" Low-Scale
 "2" Intermediate

Locations Depicted are Generalized.

25053
12.28.05

PROPOSED GENERAL PLAN: DOWNTOWN CHARACTER PLAN

NTS

**ELLERMANN,
SCHICK &
BRUNO**
ARCHITECTURE PLANNING
LOCAL REPRESENTATION AND PROJECTS IN GERMANY
TEL. 030 20 20 20 20

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